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Ben Franklin Crafts, Ace Hardware Renamed "HouseMart"

Posted By [Wendy Osher](#) On 07/05/2013 @ 8:55 am In [Maui Business](#) | [Comments Disabled](#)



[1]

Ben Franklin Crafts at the Queen Ka'ahumanu Center. Photo by Wendy Osher.

Kahului.

Company officials say a "brand opening" celebration will take place on Saturday, July 20, and will feature sales, goodies and giveaways.

The family business originated from the small K. Kamitaki Store in Kahului, which specialized in dry goods, fabrics and aloha shirts, a press release said.

The business expanded in 1951 by acquiring its first Ben Franklin variety store, and added another dimension by bringing in ACE franchise stores, the announcement said.

According to information released by the company, current third-generation owners Wayne Kamitaki, Guy Kamitaki, Paul Mizoguchi and Lynn Ushijima now operate six Ben Franklin Crafts stores and 25 Ace Hardware stores spanning over four states.

Company officials say they will continue providing "family-style service" under the new brand banner.

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By Wendy Osher

The parent company of Ben Franklin Crafts and Ace Hardware Hawai'i is re-branding its name to HouseMart.

Maui Varieties Limited announced the name change this week saying the new logo will be placed above current franchise signage.

On Maui, stores include Ace Hardware locations in Lahaina, Kihei, and Pukalani; and the Ben Franklin Crafts store at the Queen Ka'ahumanu Shopping Center in